

**Minutes**  
**Visit Huntington Beach**  
**Executive Committee Meeting Minutes**

Wednesday, October 22<sup>nd</sup>, 2014 at 3:30 P.M.  
The Waterfront Beach Resort, A Hilton Hotel  
21100 Pacific Coast Highway  
Huntington Beach, CA 92648

*Public Notice Information: In accordance with the Ralph M. Brown Act, VHB agendas are available for public review outside the City of Huntington Beach Council Chambers at 2000 Main Street at least 72 hours prior to each meeting. The agendas are also posted on the VHB website at [surfcityusa.com](http://surfcityusa.com). Questions on agenda items may be directed to Kelly Miller, VHB President/CEO, at (714) 969-3492 or [Kelly@surfcityusa.com](mailto:Kelly@surfcityusa.com).*

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Paulette Fischer at 3:31 PM.
- II. Roll Call:  
The following Executive Board members were present: Barnes (Duke's Huntington Beach), Devitt (The Hyatt Regency Resort & Spa), Frechette (The Shorebreak Hotel), Patel (Best Western Harbour Inn Hotel), Fischer (The Waterfront Beach Resort, a Hilton Hotel), Thompson (First Bank).
- III. Announcement of Late Communications: None
- IV. Public Comments — Chairperson (limited to 3 minutes/person): *None*  
*VHB welcomes public comments on all items on this agenda or of community interest. We respectfully request that this public forum be utilized in a positive and constructive manner. Please focus your comments on the issue or concern that you would like to bring to the attention of the Executive Committee. No public comments.*
- V. Financial Report by CFO Nicole Thompson: The September financials look very strong. The budget versus actual for October 2013-September 2014 shows a \$9,059 surplus. It was estimated to be a negative \$175,980 by the end of FY 14-14. Note: There will be more expenses accrued back to FY 13-14 year. Still, the year will end financially strong. The balance sheet reflected a positive cash balance. Motion made and seconded to accept financial report.
- VI. Chairman's Report: Former Chair Barnes mentioned the photo op Dream Big campaign by Visit California.
- VII. Brief Department Updates: Kelly Miller provided brief updates from the departments
  - a. Marketing and PR
  - b. Sales
  - c. Film and Sports Commissions
  - d. Visitor Services
- VIII. President's Report by Kelly Miller
  - a. 2014-2017 VHB Strategic Plan: Motion made by Devitt and seconded by Frechette to accept VHB Strategic Plan.
  - b. Committee and task forces: Two new task forces will be created this FY---Destination Product Development and Economic Development.

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- c. HBTBID Contract with City of Huntington Beach: Staff and Civitas continue working with the City of HB to finalize the new contract for the HBTBID.
  - d. Booking.com discussion: Staff is encouraged to review possible extranet challenges with booking.com before making the online booking engine change.
  - e. OCVA China trip recap: Miller provided a brief update on his recent trip to China.
  - f. Annual Reviews: Committee reviewed Mr. Miller's FY 13-14 goals and accomplishments. Motion made by Devitt and seconded by Frechette to accept goals report and individual incentive plan at the level detailed in Mr. Miller's contract. On a related topic, the Committee will establish a compensation committee. Chair (Fischer), Immediate Past Chair (Barnes) and CFO (Thompson) will serve. The Executive Committee reviewed Mr. Bone's incentive plan. Voted unanimously to award 10% of the maximum 20% of potential bonus amount.
- IX. New Business and any additional voting action: Devitt announced that Peter Rice will be the new GM at the Hyatt.
- X. Next Executive Committee Meeting: Wednesday, November 20, 2014
- XI. Meeting was adjourned at 4:32 PM.